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Sent: Friday, October 21, 2005 8:39 AM
To: ATR-Real Estate Workshop
Subject: Competitiveness in the Real Estate Market

To Whom It May Concern:

The real estate industry is a model of competition that works. In an economy in which large, national corporations -- such as Wal-Mart and Microsoft -- dominate the marketplace, real estate stands apart. We are an industry made up predominantly of small businesses and independent contractors who represent the entrepreneurial spirit this country was founded on.

All of us serve localized markets where we compete for business every day. Fierce competition is fueled largely by the uniquely intense and personalized nature of the service we provide to our clients -- which, in turn, determines our future success through referrals and return business. On every single listing appointment I go on, my commission is negotiated. I choose the amount that I want to work for and the amount that I will not work for. The rate is dependent on many factors including but not limited to the condition of the property, how long I think it will take to sell and the amount of work I have to do that goes above and beyond normal real estate responsibilities; for example, today I am going over to my client's house to have his old stove uninstalled and a new one installed...the same stove that I took a trip to the store the other day and ordered for him because he is out of town. The services I provide to my clients are negotiated as is my rate for performing those functions!

Barriers to entry are low. If you are willing to take the time to learn the business in your local market, pass the state license examination and adhere to the REALTOR code of ethics, there is nothing to stand in the way of success in this industry. I had to learn the business and pass the state licensing examination, but it is my own work ethic, commitment to professional standards and dedication to client satisfaction that determine my success.

Even through the economic downturns our country has experienced in the past few years, our industry has continued to provide opportunity -- something I would say is confirmed by the thousands of new agents that join our profession every year and the over 2 million Americans who are now licensed to provide professional real estate services in communities across the country.

Nothing encourages a competitive business environment more than providing consumers with choice. In the residential real estate marketplace, consumers not only are able to choose from more than 76,000 brokerage firms and more than 1.2 million REALTORS, but also from a variety of business models.

Sincerely,

Sarah Moorman

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I would be happy to help you buy or sell your home!